



*Helping South Carolina
Companies Grow*



SALES & SALES MANAGEMENT TRAINING

Today, sales effectiveness is not just reflected in current sales figures, but in the sales professional's ongoing ability to be a team leader, aligning, orchestrating, and adding value on behalf of the customer.

Today's top performing sales organizations feature:

- Salespeople who can:
 - Position themselves high, wide, and deep in their customer's organization.
 - Co-create solutions with customers.
 - Identify needs that customers have not thought to articulate.
 - Predict the future needs of customers.
- Sales management that can:
 - Develop salespeople who know how to be both consultants and strategists.
 - Manage the sales process, not only the salespeople.

SCMEP offers a range of sales account management services, including assessing, designing and implementing training and consulting solutions for salespeople and managers:

- **Professional Selling Strategies**

This intensive workshop will teach sales professionals to accelerate sales success by:

- Defining your value proposition.
- Positioning the benefits of your product/service to meet or exceed client expectations.
- Differentiating yourself and your product/service from your competition.

- **Major Account Selling**

Today's successful sales professionals are more than just tactical professionals, they are strategic experts. In this workshop participants will learn to develop a strategic selling plan for current clients and prospects that will help ensure long-term success.

- **Selling Techniques for New Salespeople**

Many prospective sales professionals don't have a solid foundation and understanding of the necessary skills to sell successfully. This intensive, highly interactive introduction to the art of selling will provide new salespeople with the critical, cutting edge skills they need to achieve expected sales results and accelerate sales performance.

- **Effective Sales Management**

This experiential workshop will deeply explore the sales process and management processes within a team environment. Sales management requires a great deal of capacity to harness the energies of your team, turn that energy into productivity, and then use the team's productivity to generate profitable revenues for your organization.